YUKON RETAIL SALES
January 2005

NOTE TO READERS:
Starting with the April 2004 release, data collected from the Monthly Retail Trade Survey are classified according to the North American Industry Classification System (NAICS 2002), which is not comparable to the previously reported Standard Industrial Classification (SIC 1980). Consequently, retail sales estimates have been revised from January 1991 to March 2004.

For example, in the NAICS 2002, the retail trade sector now includes home renovation centres and computer and software stores, which were previously classified in the wholesale trade sector in the SIC 1980. In addition, all automotive repair shops have been transferred from the retail trade sector to the services sector.

1 Monthly Retail Sales, Yukon *(not seasonally adjusted)*

- Total retail sales in the Yukon for the month of January 2005 were — **$28,247,000**
- The January 2004 figure was — **$29,268,000**
- The difference was an **decrease** of — **$1,021,000**
- As a percentage the **decrease** was — **3.5%**

Preliminary unadjusted estimates of Yukon retail sales for January 2005 **decreased 3.5%** from January 2004. Canada's retail sales were **up 3.8%** over the same time period.

Estimates of retail trade are an important indicator of the economic activity in a region. When compared to the same time period for previous years, monthly retail trade sales allow accurate and timely insight into the retail sector of an economy. *(Inflation has not been taken into account.)*

Each column represents a month of the year, with the first letter of the month's name listed below the column.

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2 Yukon Retail Sales *(not seasonally adjusted)*

		Monthly Sales ($000,000)	Change from Previous Month (%)	Change from Same Month One Year Before (%)	Year-to-Date Total Sales ($000,000)	Change from Same Month One Year Before (%)
2005	Jan (p)	28.2	-28.1	-3.5	28.2	-3.5
2004	Dec (r)	39.3	17.0	3.7	424.4	0.5
	Nov	33.6	-4.0	5.8	385.1	0.2
	Oct	35.0	-1.0	3.8	351.5	-0.3
	Sep	35.3	-13.8	-2.9	316.5	-0.7
	Aug	41.0	-5.0	1.2	281.2	-0.4
	Jul	43.2	7.2	0.5	240.2	-0.7
	Jun	40.3	11.0	0.8	197.0	-1.0
	May	36.3	10.3	-4.4	156.8	-1.4
	Apr	32.9	4.6	1.9	120.5	-0.4
	Mar	31.4	16.8	-3.9	87.6	-1.3
	Feb	26.9	-8.0	-4.8	56.2	0.3
	Jan	29.3	-22.7	5.4	29.3	5.4
2003	Dec	37.9	19.4	1.5	422.1	2.0
	Nov	31.7	-5.8	-1.4	384.2	2.1
	Oct	33.7	-7.4	-1.7	352.5	2.4
	Sep	36.4	-10.2	5.4	318.8	2.8
	Aug	40.5	-5.7	-2.4	282.4	2.5
	Jul	43.0	7.5	1.8	241.9	3.4
	Jun	40.0	5.3	0.4	199.0	3.7
	May	38.0	17.6	3.5	159.0	4.6
	Apr	32.3	-1.4	10.2	121.1	4.9
	Mar	32.7	15.8	8.3	88.8	3.1
	Feb	28.3	1.8	10.6	56.0	0.4
	Jan	27.8	-25.6	-8.3	27.8	-8.3

(p)—Preliminary figures; (r)—Revised figures

In January 2005, the unadjusted preliminary retail sales figure in the Yukon ($28,247,000) **decreased 28.1%** from the revised figure for December 2004 ($39,287,000). Sales decreased by 22.7% from December '03 to January '04 and decreased 25.6% from December '02 to January '03.

The revised annual retail sales figure for 2004 ($424,393,000) shows an increase of 0.5% over the annual sales figure for 2003 ($422,133,000).

3 Yukon Monthly Retail Sales by trade group *(not seasonally adjusted)*

		Total Sales	Automotive	Food and beverage stores	Clothing and accessories stores	General Merchandise stores	Miscellaneous retailers	Other Trade Groups*
		$ 000s						
2005 Jan	(p)	28,247	9,748	8,713	946	3,413	1,540	3,887
2004 Dec	(r)	39,287	10,746	11,277	2,051	6,652	3,219	5,342
Nov		33,586	11,225	9,367	1,175	4,939	2,157	4,723
Oct		34,992	11,982	10,023	1,162	5,015	1,547	5,263
Sep		35,328	12,506	10,166	1,237	5,071	1,665	4,683
Aug		40,995	15,407	10,998	1,323	5,275	1,707	6,285
Jul		43,159	15,611	12,665	1,275	5,427	2,272	5,909
Jun		40,259	14,201	11,158	1,307	5,816	2,067	5,710
May		36,270	12,782	10,401	1,112	5,127	1,478	5,370
Apr		32,879	11,805	9,387	1,085	4,468	1,467	4,667
Mar		31,447	11,268	8,686	956	3,920	1,802	4,815
Feb		26,923	9,514	8,002	786	3,373	1,317	3,931
Jan		29,268	11,416	8,672	784	3,449	1,076	3,871

(p)—Preliminary figures; (r)—Revised figures

*See footnotes on page 4.

4 Yukon Annual Retail Sales by trade group *(not seasonally adjusted)*

	Total Sales	Automotive	Food and beverage stores	Clothing and accessories stores	General Merchandise stores	Miscellaneous retailers	Other Trade Groups*
	$ 000s						
2004 (r)	424,393	148,463	120,802	14,253	58,532	21,774	60,569
2003	422,133	148,562	110,914	14,396	59,605	21,982	66,673
2002	413,863	147,830	103,583	14,258	57,654	20,987	69,551
2001	379,591	134,518	114,418	14,845	32,965	22,004	60,841
2000	359,434	121,459	114,733	14,885	25,235	22,827	60,295
1999	343,723	117,034	111,381	13,898	21,196	22,731	57,483
1998	330,911	99,927	111,211	15,465	20,111	24,016	60,182
1997	328,844	104,065	111,914	12,831	19,781	25,146	55,107
1996	298,257	87,993	101,529	12,378	17,849	24,382	54,125
1995	254,013	70,757	80,927	13,424	16,843	21,646	50,417
1994	222,414	60,985	64,402	13,511	13,343	21,717	48,456
1993	211,028	62,281	71,181	9,293	12,320	17,249	38,704
1992	205,115	63,884	70,999	10,392	9,960	16,103	33,776
1991	178,229	59,647	51,318	7,063	18,623	14,685	26,893

*See footnote on page 4.

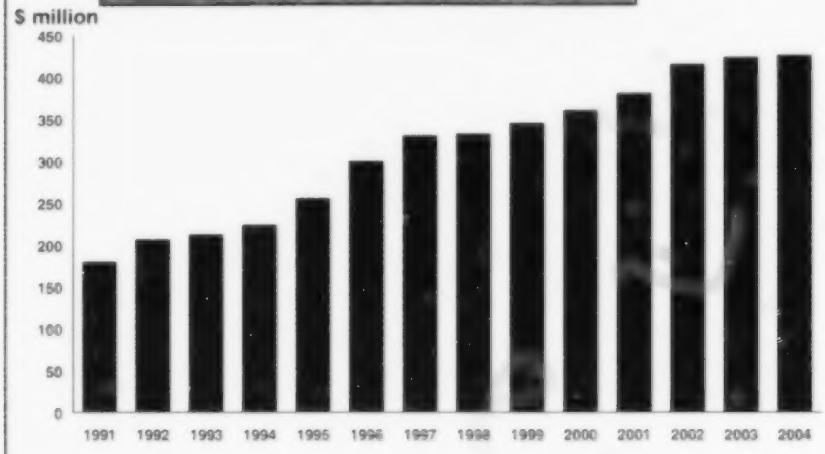
5 Retail Trade Survey Information

The Monthly Retail Trade Survey collects sales and the number of retail locations by province and territory from a sample of retailers. Sales estimates obtained from retailers are a key monthly indicator of consumer purchasing patterns in Canada. Furthermore, retail sales are an important component of the Gross Domestic Product, which measures Canada's production, and are part of many economic models used by public and private agencies. The Bank of Canada relies partly on monthly retail sales estimates when making decisions that influence interest rates. Businesses use retail sales estimates to track their own performance against industry averages and to prepare investment strategies.

Retail sales estimates do not include any form of direct selling that bypasses the retail store, e.g., direct door-to-door selling; sales made through automatic vending machines; sales of newspapers or magazines sold directly by printers or publishers; and sales made by book and record clubs. Internet retailing activities are included in the survey only when conducted through the same legal structure as the retail establishment. The January 1994 signing of the North American Free Trade Agreement between Canada, the United States and Mexico created the need for an industry classification common to the three signatories. The statistics agencies of the three countries developed the North American Industry Classification System (NAICS) in 1997. NAICS is based on a production-oriented or supply-based conceptual framework in that establishments are grouped into industries according to similarity in the processes used to produce goods and services. Use of the new system provides greater comparability of industry statistics between the three countries. However, it also breaks the historical continuity of national series based on other classification systems. Since 1948, Statistics Canada had been using primarily the Standard Industrial Classification (SIC) and its revisions (1960, 1970 and 1980).

Since 1988, Monthly Wholesale and Retail Trade Survey (MWRTS) data had been produced using SIC 1980 definitions. Following the development of NAICS, the survey was redesigned, and its first NAICS-based estimates were released for the April 2004 reference month in June 2004. To maintain the historical continuity of the estimates, Statistics Canada has produced NAICS-based historical monthly estimates by converting the SIC-based historical data. These historical estimates are available from the Yukon Bureau of Statistics.

6 Retail Sales *(not seasonally adjusted)* Annual Estimates, 1991 to 2004.



During the past 14 years, retail sales in the Yukon have ranged from a low of $178,229,000 in 1991 to the 2004 revised figure of $424,393,000. The largest increase in sales over the previous year occurred in 1996 when sales were up $44,244,000, or 17.4%, over sales in 1995. The smallest increase in sales occurred in 2004 when sales rose $2,260,000, or 0.5%, over the 2003 figure.

Retail sales in the Yukon have steadily increased each year since 1991.

	Yukon		Canada	
	Retail Sales ($million)	% change from previous year	Retail Sales ($million)	% change from previous year
2004 (r)	424.4	0.5	346,923.7	5.0
2003	422.1	2.0	330,502.9	3.8
2002	413.9	9.0	318,532.0	6.4
2001	379.6	5.6	299,487.4	4.4
2000	359.4	4.6	286,911.4	6.0
1999	343.7	3.9	270,629.4	5.9
1998	330.9	0.6	255,626.9	3.9
1997	328.8	10.3	245,978.0	8.1
1996	298.3	17.4	227,618.9	3.3
1995	254.0	14.2	220,266.2	3.3
1994	222.4	5.4	213,179.0	7.4
1993	211.0	2.9	198,531.0	5.1
1992	205.1	15.1	188,877.0	2.5
1991	178.2	-	184,274.9	-

Footnotes:

1. Definitions of the NAICS categories included in each trade group are available at **http://www.statcan.ca/english/Subjects/Standard/spec-aggreg/trade-2002/trade-retail02.htm#a** or through the Bureau of Statistics.
2. **Other Trade Groups** is equal to total sales minus the trade groups listed. **Other Trade Groups** includes *Furniture, Home Furnishings and Electronics Stores; Building and Outdoor Home Supplies Stores; Pharmacies and Personal Care Stores; and Non-store Retailers* which are not released separately by Statistics Canada due to confidentiality restrictions.

Estimates of retail trade are collected monthly by Statistics Canada through their 'Monthly Retail Trade Survey.' Figures are released in preliminary form two months after the data is collected with revisions to the data being made the following month. Data is released in both raw and seasonally adjusted form. This publication only deals with the raw (unadjusted) figures. 'Unadjusted retail trade figures' means the sum of all retail trade sales for a given month.

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